

Rural ITS CoP Conference Call
May 12, 2005 Notes

Community of Practice (CoP) Call Participants and Association:

Chris Strong, WTI/MSU
Frank Corrado, FHWA EFLH Div.
Doug Benson, NDSU
Steve Albert, WTI/MSU
Michael Cribb, FHWA MI Div.
Richard Jurey, FHWA OK. Div.
Heather Young, ITSA
Moe Zarean, Iteris
William Anderson, ITSA
Annette Clothier, FTA, Reg10
Bob Alva, FHWA KS. Div.
J. Max Tate, FHWA NC. Div.
Ken Kochevar, FHWA CA. Div.
Steve Busek, FHWA ND. Div.
Hilda Velasco, FHWA OH. Div.
Jay Hedley, FHWA-OPS
Ray Murphy, FHWA/RC
Mark Sandifer, FHWA/RC
Dean Larson - IIII (NW Passage PFS)

Topics of Discussion:

- **Revisit Rural ITS Toolbox to identify new and/or emerging technologies to address Rural ITS needs; i.e. technologies & case studies.**

Jay Hedley initiated the discussion with an overview of the Toolbox document versus the course.

Steve Albert noted that the challenges have not changed very much. The group agreed that the projects and case studies need to be updated. The NHI training course also needs to be updated.

Mo Zarean indicated that the NHI rural course had an initial following but faded and thought the issue was lack of marketing of the course as well as there being a need to update the content.

Hilda Velasco indicated that she thought the Rural ITS course was too vague and covers too broad of an area. She indicated that lack of power and communications are still the main needs for rural communities. She suggested identifying gradations within the rural community as all rural areas are not the same.

Steve Albert suggested that the Rural ITS Toolbox and the Rural Course may need to be set up by themes as opposed to being identified by application areas. Power and communications need to be identified in both areas.

All agreed that there needed to be stronger marketing of both the toolbox and the course. Frank Corrado suggested revisiting the label and content of the 'toolbox' against expectations of what a toolbox should provide to practitioners, and compare to other 'toolboxes', best practices, or related handbooks like those of ITE. Frank also recommended expanding the contact pool to include more of the customers of FLH (national forest managers, park managers, tribal groups, park police, etc.). Overall, in remodeling the toolbox and the course, make it applicable to the audience and not so futuristic that it seems unrealistic. The CoP expressed a need to review the current course materials.

Action Item: Steve Albert will provide the Western Transportation Institute (WTI) url where the Rural ITS Toolbox course materials can be reviewed: Posted on the CoP website.

The group posted a question on why should we have anything different from the lessons learned pages provided by Joe Peters efforts? The lessons learned provided by Joe's page address projects that are federally funded. The lessons learned need to also identify locally funded projects to compile other lessons learned.

Action Item: Jay Hedley will discuss with Joe Peters concerns expressed by the CoP and provide resulting dialogue at the next teleconference.

- **Map Rural ITS needs to the New USDOT ITS Initiatives**

Ray Murphy initiated the discussion with an overview of the new ITS initiatives and shared comments received. It was agreed upon that this group needs to identify how to influence the industry to do activities pertaining to the DOT ITS Initiatives in rural and/or small communities.

Action Item: Ray Murphy, Heather Young, Steve Albert and Jay Hedley will develop a brief survey to identify where the CoP have the biggest need to be involved : Survey developed and posted on the CoP website. Send all votes to Ray for compilation.

Action Item: Hilda Velasco will check on the FOT (field operational test) for the Electronic Freight Manifest to see if there is an opportunity to involve the CoP.

Ray indicated that the CLARUS Initiative Coordinating Committee (ICC) is encouraging participation and other initiatives have similar coordination efforts. The CoP needs to be involved in those committees.

Action Item: Ray Murphy will post "Fact Sheets" on the 9 new ITS Initiatives: Posted on the CoP website.

- **National Network/Broader Approach**

Frank Corrado initiated the discussion on the CoP developing a more inclusive base to engage the Federal Lands, Small Communities, and Local Technical Assistance Program (LTAP) & Tribal Technical Assistance Program (TTAP) Centers.

Mark Sandifer expressed an interest in partnerships with the rural CoP to reach more of a broader audience. He suggested the development of an informational article for LTAPs to distribute to their contacts specifically for rural and small communities. Mark noted that the NHI courses are sometimes not affordable for counties and smaller municipalities. He suggested a spin off course that is more of a summary of the highlights of the Rural ITS course that LTAP's could possibly use.

Heather Young indicated that there is an upcoming business meeting that may provide an opportunity to provide more awareness on ITS involving rural and small communities.

Max Tate suggested working with Planning to talk with Rural Planning Organizations (RPOs) to discuss rural and small communities planning and ITS activities. Max also indicated that there may be possible opportunities to use the California/Oregon Advanced Transportation Systems (COATS) as a platform for marketing rural issues.

Action Item: Chris Strong to provide WTI link for survey results from survey conducted with Indian Tribes: Posted on the CoP website.